

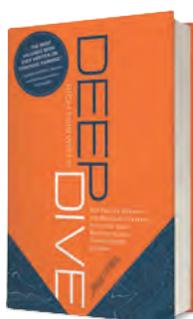
Challenges

- “We’re reactive, tactical and constantly fighting fires”
- “We don’t have the time or tools to think strategically”
- “We don’t have a consistent understanding of strategy”
- “We need to create a competitive advantage”

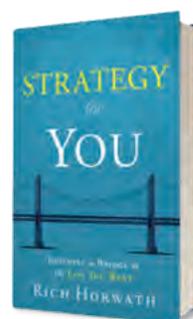
The Full Range of Strategic Thinking Resources



Advanced strategic thinking for Senior leaders



Basic strategic thinking for New & Emerging leaders



Strategic thinking for individuals

Three Phases of Skill Building

Skill Assessment

- Organizational Assessment
- Individual Assessment
- Strategy Survey
- Articles
- Deep Dive/Elevate book
- Business Review
- Interviews

Skill Development

- Workshops (Half-day, Full-Day, Multi-Day)
- Deep Dive/Elevate workbook
- Strategic thinking tools & templates

Skill Evolution

- Strategy Vault: Online Resource Center (Hundreds of articles, instructional videos, MP3s, templates, tools, logbook, software)
- Strategic Thinking App
- Webinars
- Strategic Coaching



Program Topics

Based on a discussion of your needs and assessment work, the program will be customized to include the following potential topics:

- What is strategy?
- What is strategic thinking?
- Mastering the three disciplines of strategic thinking
- Increasing profits and productivity with the same or fewer resources
- Developing sources of unique customer value
- How to identify a competitor's strategic approach
- Developing a system of strategy at any level
- Tools for making strategic trade-offs
- Tools for effectively communicating strategy
- The importance of building think time into a leader's day
- Formats for monthly/quarterly strategy tune-up sessions
- Clearly defining and writing goals, objectives, strategies and tactics
- A methodical process for strategic thinking
- Identifying and prioritizing growth opportunities and initiatives
- Tools for generating innovation and new strategic insights
- Tools for assessing the current business landscape
- Increasing the value of SWOT Analysis
- Tools to move from SWOT Analysis to potential strategies
- Tools for simplifying the strategic planning process
- Overcoming five strategy execution challenges errors
- Methods for increasing employee buy-in to strategies
- Creating strategies amidst constantly changing market dynamics

Learnings

- Think strategically on a daily, not yearly, basis to generate new ideas.
- Develop a real-world understanding and toolkit for strategy.
- Create differentiated strategy to grow profits.
- Improve strategic decision making to increase productivity.
- Discover sources for generating new growth and business innovation.
- Overcome execution errors to successfully implement strategy.
- Assess the competitive landscape and identify unique positions.
- Confidently set strategic direction to maintain competitive advantage.
- Align and communicate strategy with the rest of their team/organization.
- Outthink and outperform the competition on a consistent basis.

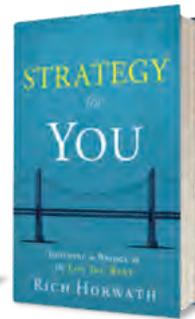


Rich Horwath, CEO, Strategic Thinking Institute

National thought leader on strategy



Bestselling author on strategy



Join these world-class organizations in working with Rich:



“ Rich's Deep Dive Strategic Thinking program was perfect for our needs to provide professional development on strategy. He went above and beyond to tailor his Strategic Thinking workshop to fit our business challenges. He weaved relevant tools and examples into the content and his delivery was enthusiastic and engaging. We asked for a highly relevant and interactive session - and he delivered. ”

Chris Bevel, Customer Experience Marketing Advisor, FedEx

Strategic Thinking
INSTITUTE
Sharpening Strategy Skills



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